The California State Department of Public Health issues report calling for an all-out state-wide anti-smoking campaign.

1005150676

LOS ANGELES TIMES
Los Angeles, Calif.
July 19, 1963

ALL-OUT WAR ON CIGARETTES URGED

BY HARRY NELSON, Times Medical Editor

In an all-out attack on cigarette smoking the State Health Department recommended Thursday establishment of clinics to assist people in breaking the habit.

"The evidence now indicates that cigarette smoking has such a profoundly harmful effect on health that it should be abandoned," the department declared in a 56-page report outlining proposed actions.

It also recommended the Legislature consider increasing the tax and placing greater restrictions on cigarette vending machines.

Restrictions Urged

Consideration also should be given to restricting the free distribution of cigarettes on airplanes and at universities in California, the report stated.

It said that greater restriction of smoking in public places might curb the permissive aspect of the habit.

The department said it is preparing a brochure on smoking which could be useful in schools and other places to discourage young people from acquiring the habit.

The report said that parents, physicians, teachers and similar groups should set a good example.

Hygiene Campaign

"It will be necessary to motivate adults to re-examine the pleasure derived from smoking not only in terms of personal risks involved, but also in the light of the poor example it portrays," the department said.

"The fervor of the 'Don't Spit' campaign in the hygiene of a half-century ago might be re-invoked against cigarette smoking."

The view that smoking is detrimental to health and detracting from full work potential might attract labor and management to support an educational program, it said.

It said the proposed clinics could be supported and maintained by physicians, voluntary health organizations and public funds.

A general ban on cigarette advertising does not seem feasible on a state basis in the immediate future, the report said.

Instead the department recommends "careful work" with advertising media personnel and other disseminators of information.

1005150676A

LOS ANGELES TIMES
Los Angeles, California
July 20, 1963

Anti-Smoking Clinics Hit by Tobacco Man

The anti-smoking program announced by the State Health Department is not justified by current scientific knowledge, the president of the Tobacco Institute, Inc. declared Friday.

"We believe the answers to these health questions will be found in the scientific laboratory, not through pronouncements either for or against tobacco or in prohibitionist-type proposals," said George V. Allen.

He pointed out that there is wide dispute among scientists as to the causes of lung cancer and heart disease.

Allen said the tobacco industry is interested in the hard scientific facts which will provide full knowledge about the causes of diseases with which smoking has been associated through statistics.

Allen was referring to recommendations Thursday, by the State Health Department that stop-smoking clinics be set up, cigarette taxes be upped and stronger restrictions be placed on vending machines.

Governor Endorses Attack on Smoking

Los Angeles Times News Service

SACRAMENTO — Gov. Brown Friday endorsed a State Health Department report urging an all-out attack to stamp out cigarette smoking.

Asked for his comment, the governor issued a news release that said:

"I congratulate Dr. Lester Breslow and the Department of Public Health for this most forthright statement of the hazards of cigarette smoking.

"I intend to lend my support to the department's attempts to warn Californians of the adverse effects of smoking."

CITIZEN-NEWS
Hollywood, Calif.
July 22, 1963

Cigaret Man Claims Bias About Cancer

Recent proposals by the California Department of Public Health to reduce cigaret smoking have been challenged by the president of the Tobacco Institute Inc.

George Allen, in a statement prepared in Washington, D.C., and released here, indicated proposals by Dr. Lester Breslow, chief of the preventive medical services division for the Public Health Department, were based on bias rather than scientific fact. The proposals are to set up stop-smoking clinics and raise taxes and restrictions on cigarets.

"The Tobacco Institute and others who work with tobacco share with millions who use tobacco products a concern about questions relating to tobacco use and certain health problems," he said.

"There is a wide dispute among scientists as to the cause of lung cancer and heart disease," he continued. "The proposals by Dr. Breslow, who has been opposed to tobacco for some years, are not justified by current scientific knowledge."

Dr. Breslow's report stated "It is clear that cigaret smoking exerts a profoundly harmful effect on health."

1005150676 B

Source: https://www.industrydocuments.ucsf.edu/docs/rmyk0000